

# ORDER

**KSNV**

**Orders**  
**Order / Rev:** 107756  
**Alt Order #:** 06861843  
**Product Desc:** PRIORITIES USA ACT  
**Estimate:** 1565  
**Flight Dates:** 10/16/12 - 10/22/12  
**Original Date / Rev:** 10/11/12 / 10/11/12  
**Order Type:** GENERAL

**Primary AE:** Amy McCreary  
**Sales Office:** BLPHI  
**Sales Region:** National

**Agency**  
**Name:** Mundy-Katowitz Media, Inc.  
**Buying Contact:**  
**Billing Contact:**  
 1322 G St. SE  
 Washington, DC 20003

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** EOM/EOC  
**Agency Commission:** 15%

**Advertiser**  
**Name:** Priorities USA Action  
**Demographic:** A35+  
**Product Codes:** PLI2  
**Priority:** SELECT PRIORITY CODE  
**Revenue Codes:** POLITICAL/AGY, PISSUE, GEN

**New Business Thru:**  
**Order Separation:** 00:05:00  
**Advertiser External ID:**  
**Agency External ID:**

**Bill Plan**

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/22/12	48	\$60,900.00	\$51,765.00

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	48	\$60,900.00	\$51,765.00	0.00
<b>Totals</b>	<b>48</b>	<b>\$60,900.00</b>	<b>\$51,765.00</b>	<b>0.00</b>

**Account Executives**

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Amy McCreary			Start Of Order - End Of Order	100%

**Order Share**

	Share	Total
KSNV	24%	\$60,900.00
Market	100%	\$253,750.00

**Competitive Share**

	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KLAS	19%	\$48,212.50
KLVS	0%	\$0.00
KSNV-	0%	\$0.00
KTNV	22%	\$55,825.00
KTUD	3%	\$7,612.50
KVVU	18%	\$45,675.00
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	14%	\$35,525.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KSNV	10/16/12	10/16/12	M-F 5-6a WakeUp w/WagM	5-6a		-T-----	:30	1	\$1,200.00	1	0.00	NM	1	\$1,200.00
WAKE W/WAGNRS1															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	-T-----			1			\$1,200.00		0.00			

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KSNV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KSNV	10/16/12	10/16/12	M-F 5-6a WakeUp w/Wagners M-F 5-6a WakeUp w/Wagners	CM	5-6a	-T-----	:30	1	\$1,200.00	1	0.00	NM	1	\$1,200.00
WAKE W/WAGNRS1															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	-T-----	1		\$1,200.00		0.00						
E 2	KSNV	10/17/12	10/17/12	M-F 5-6a WakeUp w/Wagners M-F 5-6a WakeUp w/Wagners	CM	5-6a	--W----	:30	1	\$1,200.00	1	0.00	NM	1	\$1,200.00
WAKE W/WAGNRS1															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	--W----	1		\$1,200.00		0.00						
E 3	KSNV	10/18/12	10/18/12	M-F 5-6a WakeUp w/Wagners M-F 5-6a WakeUp w/Wagners	CM	5-6a	---T---	:30	1	\$1,200.00	1	0.00	NM	1	\$1,200.00
WAKE W/WAGNRS1															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	---T---	1		\$1,200.00		0.00						
E 4	KSNV	10/19/12	10/19/12	M-F 5-6a WakeUp w/Wagners M-F 5-6a WakeUp w/Wagners	CM	5-6a	----F--	:30	1	\$1,200.00	1	0.00	NM	1	\$1,200.00
WAKE W/WAGNRS1															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	----F--	1		\$1,200.00		0.00						
E 5	KSNV	10/22/12	10/22/12	M-F 5-6a WakeUp w/Wagners M-F 5-6a WakeUp w/Wagners	CM	5-6a	M-----	:30	1	\$1,200.00	1	0.00	NM	1	\$1,200.00
WAKE W/WAGNRS1															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	M-----	1		\$1,200.00		0.00						
E 6	KSNV	10/16/12	10/16/12	M-F 6-7a WakeUp w/Wagners M-F 6-7a WakeUp w/Wagners	CM	6-7a	-T-----	:30	1	\$2,000.00	1	0.00	NM	1	\$2,000.00
WAKE W/WAGNRS2															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	-T-----	1		\$2,000.00		0.00						
E 7	KSNV	10/17/12	10/17/12	M-F 6-7a WakeUp w/Wagners M-F 6-7a WakeUp w/Wagners	CM	6-7a	--W----	:30	1	\$2,000.00	1	0.00	NM	1	\$2,000.00
WAKE W/WAGNRS2															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	--W----	1		\$2,000.00		0.00						
E 8	KSNV	10/19/12	10/19/12	M-F 6-7a WakeUp w/Wagners M-F 6-7a WakeUp w/Wagners	CM	6-7a	----F--	:30	1	\$2,000.00	1	0.00	NM	1	\$2,000.00
WAKE W/WAGNRS2															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	----F--	1		\$2,000.00		0.00						
E 9	KSNV	10/22/12	10/22/12	M-F 6-7a WakeUp w/Wagners M-F 6-7a WakeUp w/Wagners	CM	6-7a	M-----	:30	1	\$2,000.00	1	0.00	NM	1	\$2,000.00
WAKE W/WAGNRS2															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	M-----	1		\$2,000.00		0.00						
E 10	KSNV	10/17/12	10/17/12	Today Show Today Show	CM	658a-9am	--W----	:30	1	\$3,800.00	1	0.00	NM	1	\$3,800.00
TODAY SHW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	--W----	1		\$3,800.00		0.00						
E 11	KSNV	10/18/12	10/18/12	Today Show Today Show	CM	658a-9am	---T---	:30	1	\$3,800.00	1	0.00	NM	1	\$3,800.00
TODAY SHW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	---T---	1		\$3,800.00		0.00						
E 12	KSNV	10/16/12	10/16/12	Rachael Ray Rachael Ray	CM	11am-12pm	-T-----	:30	1	\$1,000.00	1	0.00	NM	1	\$1,000.00
RACHAEL RAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	-T-----	1		\$1,000.00		0.00						
E 13	KSNV	10/18/12	10/18/12		CM	11am-12pm	---T---	:30	1	\$1,000.00	1	0.00	NM	1	\$1,000.00

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				Rachael Ray Rachael Ray											
				RACHAEL RAY											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	---T---	1		\$1,000.00		0.00						
E 14	KSNV	10/17/12	10/17/12	Noon News Noon News	CM	12-1230pm	--W----	:30	1	\$1,000.00	1	0.00	NM	1	\$1,000.00
				NEWS 3 AT NOON											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	--W----	1		\$1,000.00		0.00						
E 15	KSNV	10/18/12	10/18/12	Noon News Noon News	CM	12-1230pm	---T---	:30	1	\$1,000.00	1	0.00	NM	1	\$1,000.00
				NEWS 3 AT NOON											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	---T---	1		\$1,000.00		0.00						
E 16	KSNV	10/19/12	10/19/12	Noon News Noon News	CM	12-1230pm	----F--	:30	1	\$1,000.00	1	0.00	NM	1	\$1,000.00
				NEWS 3 AT NOON											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	----F--	1		\$1,000.00		0.00						
E 17	KSNV	10/22/12	10/22/12	Noon News Noon News	CM	12-1230pm	M-----	:30	1	\$1,000.00	1	0.00	NM	1	\$1,000.00
				NEWS 3 AT NOON											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	M-----	1		\$1,000.00		0.00						
E 18	KSNV	10/16/12	10/16/12	The Agenda 1230pm The Agenda 1230pm	CM	1230-1p	-T-----	:30	1	\$650.00	1	0.00	NM	1	\$650.00
				AGENDA											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	-T-----	1		\$650.00		0.00						
E 19	KSNV	10/18/12	10/18/12	The Agenda 1230pm The Agenda 1230pm	CM	1230-1p	---T---	:30	1	\$650.00	1	0.00	NM	1	\$650.00
				AGENDA											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	---T---	1		\$650.00		0.00						
E 20	KSNV	10/19/12	10/19/12	The Agenda 1230pm The Agenda 1230pm	CM	1230-1p	----F--	:30	1	\$650.00	1	0.00	NM	1	\$650.00
				AGENDA											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	----F--	1		\$650.00		0.00						
E 21	KSNV	10/22/12	10/22/12	The Agenda 1230pm The Agenda 1230pm	CM	1230-1p	M-----	:30	1	\$650.00	1	0.00	NM	1	\$650.00
				AGENDA											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	M-----	1		\$650.00		0.00						
E 22	KSNV	10/16/12	10/16/12	Days of our Lives Days of our Lives	CM	1258p-2pm	-T-----	:30	1	\$1,000.00	1	0.00	NM	1	\$1,000.00
				DAYS-OUR LIVES											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	-T-----	1		\$1,000.00		0.00						
E 23	KSNV	10/18/12	10/18/12	Days of our Lives Days of our Lives	CM	1258p-2pm	---T---	:30	1	\$1,000.00	1	0.00	NM	1	\$1,000.00
				DAYS-OUR LIVES											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	---T---	1		\$1,000.00		0.00						
E 24	KSNV	10/17/12	10/17/12	The Doctors The Doctors	CM	2pm-3pm	--W----	:30	1	\$650.00	1	0.00	NM	1	\$650.00
				DOCTORS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	--W----	1		\$650.00		0.00						
E 25	KSNV	10/19/12	10/19/12		CM	2pm-3pm	----F--	:30	1	\$650.00	1	0.00	NM	1	\$650.00

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				The Doctors The Doctors											
				DOCTORS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	----F--	1		\$650.00		0.00						
E 26	KSNV	10/22/12	10/22/12	The Doctors The Doctors	CM	2pm-3pm	M-----	:30	1	\$650.00	1	0.00	NM	1	\$650.00
				DOCTORS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	M-----	1		\$650.00		0.00						
E 27	KSNV	10/17/12	10/17/12	Dr. Phil Dr Phil	CM	3-4p	--W----	:30	1	\$1,200.00	1	0.00	NM	1	\$1,200.00
				DR. PHIL											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	--W----	1		\$1,200.00		0.00						
E 28	KSNV	10/17/12	10/17/12	M-F Jeop/Wheel M-F Jeopardy/Wheel of Fortune	CM	630-730pm	--W----	:30	1	\$3,400.00	1	0.00	NM	1	\$3,400.00
				JEOPARDY/WHEEL											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	--W----	1		\$3,400.00		0.00						
E 29	KSNV	10/19/12	10/19/12	M-F Jeop/Wheel M-F Jeopardy/Wheel of Fortune	CM	630-730pm	----F--	:30	1	\$3,400.00	1	0.00	NM	1	\$3,400.00
				JEOPARDY/WHEEL											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	----F--	1		\$3,400.00		0.00						
E 30	KSNV	10/17/12	10/17/12	FacetoFace/Ralston Rep FacetoFace/Ralston Report	CM	730-758pm	--W----	:30	1	\$1,800.00	1	0.00	NM	1	\$1,800.00
				NEWS 3 FACE TO FACE WITH JON RALST											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	--W----	1		\$1,800.00		0.00						
E 31	KSNV	10/19/12	10/19/12	FacetoFace/Ralston Rep FacetoFace/Ralston Report	CM	730-758pm	----F--	:30	1	\$1,800.00	1	0.00	NM	1	\$1,800.00
				NEWS 3 FACE TO FACE WITH JON RALST											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	----F--	1		\$1,800.00		0.00						
E 32	KSNV	10/22/12	10/22/12	RALSTON in PRIME RALSTON in PRIME	CM	8-11pm	M-----	:30	1	\$1,800.00	1	0.00	NM	1	\$1,800.00
				NEWS 3 FACE TO FACE WITH JON RALST											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	M-----	1		\$1,800.00		0.00						
E 33	KSNV	10/18/12	10/18/12	Late Night w/Fallon Late Night w/Fallon	CM	1236a-136am	---T---	:30	1	\$700.00	1	0.00	NM	1	\$700.00
				J FALLON-NBC<											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	---T---	1		\$700.00		0.00						
E 34	KSNV	10/22/12	10/22/12	Late Night w/Fallon Late Night w/Fallon	CM	1236a-136am	M-----	:30	1	\$700.00	1	0.00	NM	1	\$700.00
				J FALLON-NBC<											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	M-----	1		\$700.00		0.00						
E 35	KSNV	10/17/12	10/17/12	Last Call w/Carson Daly Last Call w/Carson Daly	CM	136-205am	--W----	:30	1	\$350.00	1	0.00	NM	1	\$350.00
				C-DALY-NBC<											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	--W----	1		\$350.00		0.00						
E 36	KSNV	10/18/12	10/18/12	Last Call w/Carson Daly Last Call w/Carson Daly	CM	136-205am	---T---	:30	1	\$350.00	1	0.00	NM	1	\$350.00
				C-DALY-NBC<											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	---T---	1		\$350.00		0.00						
E 37	KSNV	10/20/12	10/20/12		CM	6a-7a	-----S-	:30	1	\$1,000.00	1	0.00	NM	1	\$1,000.00

